

September 22, 2016

Via Electronic Submission

Ms. Marlene Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Re: NOTICE OF EX PARTE PS Docket 15-91 Improving Wireless Emergency Alerts and  
Community-Initiated Alerting

Dear Secretary Dortch,

Every day, children go missing in this country, and as we've seen time and time again, AMBER alerts are often what brings them home. As the Federal Communications Commission reviews improvements to the existing Wireless Emergency Alert (WEA) System, the Houston Regional AMBER Alert Board feels compelled to support a provision in the proposed changes that would improve the effectiveness of WEA messages sent for missing people.

**We feel that the addition of photos to existing WEA messages would dramatically increase the effectiveness of AMBER alerts being sent through the system.**

The Houston Regional AMBER Alert System and the State of Texas use a variety of mechanisms to broadcast alerts for missing children. This includes emails to local media, social media, dynamic messaging signs on area highways, and through lottery screens at convenience stores and points-of-sale across the area. Many of these systems will carry the image of the missing child, in addition to an image of a suspect or vehicle. The ability to use multi-media dramatically improves the chances that an endangered child, suspect, or suspect vehicles will be recognized, resulting in the potential for a faster, safer recovery of the missing child.

We encourage the commission to adopt new rules which would allow for the improvement of this system. **It may just save a child's life.**

Respectfully Submitted,



Michael Walter, CEM®  
Public Information Officer, City of Houston Office of Emergency Management  
Board Member, Houston Regional AMBER Alert System